

COMPANY OVERVIEW



WiscMed® is a company committed to advancing healthcare technology to help clinicians improve diagnosis, patient care and outcomes.

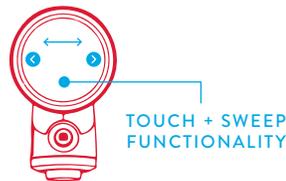
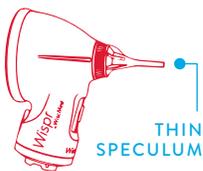
Headquartered in Madison, Wisconsin, WiscMed applies clinical insights and a user-driven design approach to engineer easy-to-use tools for clinicians that solve clinical challenges to improve patient care.



WISPR® DIGITAL OTOSCOPE

The inspiration for WiscMed's first device, the Wispr Digital Otoscope, was identified through hands-on clinical insights during founder Jim Berbee's residency at the University of Wisconsin. Dr. Berbee's physical exam frustrations centered on performing effective ear exams with young children and diagnosing with certainty for prescribing antibiotics. The solution to this challenge was years in the making but the resulting design of the Wispr Digital Otoscope has proven to be a groundbreaking reinvention.

WISPR FEATURES



The Wispr was designed to provide a significant upgrade from traditional analog otoscopy while retaining the convenience of a handheld, portable device and attaching to existing power handles and wall mount units. The Wispr's innovative combination of integrated LCD touchscreen, intuitive user interface, built-in nano camera, integrated USB port and thin disposable speculum delivers a feature set that can yield an improved ear exam experience.

THE OTOSCOPE. REINVENTED.

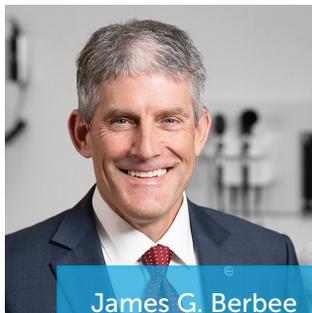
The Wispr Digital Otoscope improves the ear exam for physicians, patients and parents by offering an expanded view of the eardrum and improved access for small or obstructed ear canals while also providing the ability to capture images and video to share during the exam or for download. Most important, the Wispr produces a clear image of the eardrum for diagnosis and is particularly suited for pediatric, ENT, family care and teaching applications. Early trials of the Wispr show that it may have the potential to be helpful in the accurate diagnosis of acute otitis media (AOM) to aid in the certainty of antibiotic prescription decisions for treatment.



In the development of the Wispr Digital Otoscope, the WiscMed team of clinicians, engineers, regulatory specialists and business executives focused on one thing – supplying clinicians with a device that they can reliably count on to give the best possible view of the eardrum.

The WiscMed founders were born and raised in Wisconsin and benefited from the public education at the University of Wisconsin-Madison. Founders Jim Berbee, Azita Hamedani and Gregory Rebella are practicing physicians with University of Wisconsin's Department of Emergency Medicine. Portions of Wispr by WiscMed technology is licensed from the Wisconsin Alumni Research Foundation (WARF). Some of the proceeds from every device and speculum sold go back to supporting research at the University of Wisconsin-Madison.

FOUNDERS



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